

***The 2000 Governor's  
Environmental and Economic  
Leadership Awards***



**Gray Davis  
Governor**

**California Environmental Protection Agency  
California Resources Agency**

**Winston H. Hickox  
Agency Secretary**

**Mary D. Nichols  
Secretary for Resources**

***THE 2000 GOVERNOR'S  
ENVIRONMENTAL AND ECONOMIC  
LEADERSHIP AWARDS***



“California is blessed with unparalleled natural resources. The State’s 1,100 miles of stunning coastline, spectacular forests, diverse wildlife, rich farmland, and quality water resources provide Californians an extraordinary quality of life and are critical to sustaining a vibrant economy. Generations of Californians have recognized the importance of investing in programs that preserve and restore our precious natural resources.”

The Governor’s Environmental and Economic Leadership Awards honor individuals, organizations, and companies whose achievements are outstanding examples of the solid linkage between environmental protection, resource conservation and economic progress.

A handwritten signature in black ink that reads "Gray Davis". The signature is stylized, with the first name "Gray" and the last name "Davis" clearly legible.

Gray Davis  
Governor

## ***Leadership for the 21<sup>st</sup> Century...and Beyond***

California enjoys a diversity of natural resources that are the foundation of the State's quality of life, which has been a major attraction for those who live in California and for the many others who come to visit. We are the leading state in the union in manufacturing, we are home to one-fourth of all those employed in computer and related equipment manufacturing in America. We are the undisputed entertainment capital of the world, the nation's leading agricultural state and number one in exports. California has a vast inherent richness, in its land and in its populace. The preservation of natural resources and increased efforts to enhance environmental quality are essential as we move forward into the 21<sup>st</sup> century...and beyond.

The Governor's Environmental and Economic Leadership Awards were established in 1993 to acknowledge the accomplishments and leadership of individuals, organizations, and companies in the State of California whose efforts enhance resource conservation, environmental protection and our State's economic health.

Awards in past years have honored a broad array of achievements, including inventive partnerships, environmental innovations, pollution prevention programs and restoration projects. The winners of the 1999 Governor's Environmental and Economic Leadership Awards are highlighted in the following pages. Nomination instructions and application form are included, as well.



The awards are presented to a minimum of two organizations, individuals or programs in each of four categories:

- **ENVIRONMENTAL ECONOMIC PARTNERSHIPS:** Efforts that foster unique, cooperative approaches between the private, public and/or non-profit sectors to achieve both environmental and economic ends.
- **ENVIRONMENTAL MANAGEMENT:** Pioneering efforts to integrate environmental values into sound organizational management and/or business decisions and practices.
- **INNOVATION:** New technologies, products, services, and programs that have measurably demonstrated the interdependence of the environment and economic development.
- **ENVIRONMENTAL RESTORATION AND REHABILITATION:** Exemplary efforts of restoring, enhancing and improving California's resources while promoting sustainable economic progress.

1999 Award Recipient  
Innovation

***Mr. John Diener***  
***Integrated On-Farm Drainage Management***

Mr. John Diener, a farmer in Fresno County, developed an innovative Integrated On-Farm Drainage Management Farming system for management of drainage water, salts and selenium as economic resources.

Mr. Diener converted his saline land into prime agricultural land capable of producing high yields of vegetable crops in a sustainable way. Mr. Diener developed a farming system that is technically efficient, economically viable and environmentally beneficial.

His innovative system sequentially reuses drainage water from vegetable fields to produce salt-tolerant crops. The final volume of drainage water flows into a solar evaporator to evaporate water and harvest salts. Plants uptake selenium which also volatilizes; the remaining selenium becomes a component of harvested salt. There is no disposal of drainage water, salts and selenium into rivers or in the Delta – protecting the environmental quality of water in rivers and the Delta.

Mr. Diener's farm provides an outstanding example of ecological sound practices for other growers in California.

For more information, contact:

State of California  
Department of Water Resources  
San Joaquin District  
(530) 756-0228

1999 Award Recipient  
Environmental Economic Partnerships



## ***Sacramento County Business Environmental Resource Center***

The Business Environmental Resource Center (BERC) is a joint project of the Sacramento Metropolitan Air Quality Management District and the County of Sacramento. Since its inception in 1993, BERC has helped over 4,500 clients understand and comply with federal, state and local environmental laws and regulations. BERC consultative services are free and confidential for businesses located in or seeking to relocate to Sacramento County. BERC offers one-stop permit compliance assistance with all environmental regulations including air quality, hazardous waste, wastewater, stormwater, solid waste and pollution prevention. BERC's goals are as follows:

- Provide businesses with environmental regulatory assistance and requirement interpretation.
- Help businesses establish and implement cost-effective compliance and pollution prevention programs.
- Mediate between businesses and agencies so that equitable solutions to environmental challenges can be achieved.
- Develop and facilitate industry-specific educational/outreach programs regarding regulatory compliance issues and pollution prevention opportunities.
- Promote economic development in Sacramento.

For more information, contact:

Business Environmental Resources Center  
10425 Norden Avenue  
Mather, California 95655  
(916) 364-4110  
email: [tmitchell@sacberc.org](mailto:tmitchell@sacberc.org)  
web: [www.sacberc.org](http://www.sacberc.org)

1999 Award Recipient  
Environmental Management



## ***SunLine Transit and SunLine Services Group Alternative Fuels Program***

SunLine Transit and SunLine Services Group, joint powers authorities formed by the cities of the Coachella Valley, consider prevention of air pollution central to their mission. Through partnership with local governments, businesses and the local community college, SunLine has advanced the knowledge and use of alternative fuel vehicles for California and the nation. Five years ago, SunLine Transit became the nation's first transit operator to replace its entire diesel bus fleet (approximately 50 buses) with compressed natural gas (CNG) buses. Literally overnight, SunLine cut nitrogen oxide (NOx) emissions in half and eliminated toxic diesel particulate emissions. In addition, SunLine's work in 1998 to develop a hydrogen fuel cell vehicle program placed the group on the cutting edge of clean air technology.

SunLine's cleaner, more reliable transit buses and its diversification have helped make it one of the region's largest employers. SunLine has worked with the Coachella Valley Economic Partnership, U. C. Riverside and others to bring in grant funds for clean air initiatives. The clustering of alternative fuel and air quality industries in the Coachella Valley under SunLine's leadership has resulted in a substantial infusion of new capital and employment opportunities.

The Coachella Valley's fragile desert environment and tourism industry – indeed, its economic destiny – are tied to clean, healthful air. SunLine's programs have directly reduced air pollution while contributing to regional economic development through the alternative fuels industry.

For more information, contact:

Richard Cromwell III, General Manager  
SunLine Transit Agency  
32-505 Harry Oliver Trail  
Thousand Palms, California 92276-3501  
(760) 343-3456, Extention 100  
Fax: (760) 343-3097

***THE 2000 GOVERNOR'S  
ENVIRONMENTAL AND ECONOMIC  
LEADERSHIP AWARDS***



***NOMINATION INSTRUCTIONS  
AND  
APPLICATION FORM***

## NOMINATION INSTRUCTIONS



**PROGRAM STATEMENT:** In a concise, one-page format (not to exceed 500 words), please describe the program, individual or organization being nominated and indicate why the nominee should be awarded the Governor's Environmental and Economic Leadership Award. Among the questions that might be addressed in this statement are:

- How and why was the program, organization, or partnership created?
- What are the nominee's specific environmental and economic objectives?
- What measurable environmental benefits have resulted from the program, organization, or partnership? What economic benefits have resulted?
- Is the environmental and economic progress of the program, organization, or partnership long lasting and sustainable?

**SUMMARY STATEMENT:** Summarize the purpose, objectives, and accomplishments of the program, organization, or individual being nominated. The statement should not exceed 100 words and should be suitable for use in a catalog, database, or brochure.

**SUPPORTING MATERIALS:** You may attach up to ten pages of supporting materials to this application. Such material may include graphic presentations, brochures, photographs, newspaper articles, etc. Supporting materials may not be used as a substitute for the above written statements.

**EXTERNAL ENDORSEMENTS:** Include with your application two letters of recommendation of the program, individual, or organization being nominated. References must be knowledgeable and familiar with the nomination.

**ELIGIBILITY:** The awards will be presented for achievements either undertaken or completed in 1999. The competition is open to all California residents, businesses, non-profit organizations, professional and trade associations, communities, state and local governmental entities, and federal agencies operating in California.

**Completed applications, including all supporting materials and external endorsements, must be postmarked or hand-delivered by August 31, 2000.**

**SELECTION:** A Selection Committee will evaluate all applications for strength in six specific areas: Results, Transferability, Environmental Impact, Resource Conservation Impact, Economic Progress, and Innovation/Uniqueness. Project scope and relevancy will also be considered in the competitive weighting of nominations. The deliberative process of the Selection Committee is confidential and all decisions are final. A nomination may be considered in a category different from that in which it is nominated.

Winners will be notified by November 1, 2000.



## APPLICATION FORM



**Provide all information requested. Incomplete applications may be returned.**

Name of Project: \_\_\_\_\_

Preferred Category of Project (check as appropriate):

- ☐ **ENVIRONMENTAL ECONOMIC PARTNERSHIPS:** Efforts that foster unique, cooperative approaches between the private, public and/or non-profit sectors to achieve both environmental and economic ends.
- ☐ **ENVIRONMENTAL MANAGEMENT:** Pioneering efforts to integrate environmental values into sound organizational management and/or business decisions and practices.
- ☐ **INNOVATION:** New technologies, products, services, and programs that have measurably demonstrated the interdependence of the environment and economic development.
- ☐ **ENVIRONMENTAL RESTORATION AND REHABILITATION:** Exemplary efforts of restoring, enhancing, and improving California's resources while promoting sustainable economic progress.

Name of Award Applicant(s): \_\_\_\_\_

Title(s): \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Co-Applclicant or Submitter, if applicable (Please indicate): \_\_\_\_\_

Name/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

(Continued)

## APPLICATION FORM – PAGE 2



Has the program, individual, or organization being nominated been honored with any other environmental or conservation award in the last five years? If so, list awards.

Have you applied for The Governor's Environmental and Economic Leadership Awards in the past? If so, please indicate in what year(s).

**CERTIFICATION AND SIGNATURE:** To the best of my knowledge, the information contained in this application is accurate.

Name of Agency Director/CEO/Equivalent: \_\_\_\_\_  
(Please Print)

Title: \_\_\_\_\_  
(Please Print)

Signature & Date: \_\_\_\_\_

**WHERE TO SUBMIT APPLICATIONS:** The original and one copy of the application and supporting materials must be submitted to:

The 2000 Governor's Environmental and Economic Leadership Awards  
c/o The California Environmental Protection Agency  
555 Capitol Mall, Suite 525  
Sacramento, California 95814

**APPLICATION DEADLINE:**

**August 31, 2000**

(Applications must be hand-delivered by 5:00 p.m. or postmarked by that date.)

**QUESTIONS:** Contact the California Environmental Protection Agency at (916) 445-3846.

1999 Award Recipient  
Environmental Management



## ***United States Postal Service Environmental Program - Pacific Area***

The United States Postal Service's Pacific Area (USPS Pacific Area) is committed to being a leader in protecting and enhancing California's environment. Established in 1992, the USPS Pacific Area strives to ensure that their environmental guiding principles are met by each of the approximately 70 major mail processing facilities and vehicle maintenance facilities, 1,900 post offices and 30,000 vehicles located within California.

The USPS Pacific Area has developed a comprehensive approach to meet or exceed all applicable environmental laws and regulations, and to foster the sustainable use of natural resources by promoting pollution prevention, resources protection, energy conservation and alternative and renewable fuels.

Accomplishments include:

- Initiated a three-year lease of 16 Daimler Chrysler EPIC electric minivans to add to the complement of more than 1,500 alternative fuel delivery vehicles in California.
- Evaluated their vehicle refueling program and removed 73 of 153 Underground Storage Tanks.
- Expanded existing recycling programs to include shrink-wrap.
- Invested nearly \$1.2 million in lighting retrofits, high-intensity discharge dimmer controls and modified air compressors – reducing annual emissions of CO<sub>2</sub> and NO<sub>x</sub> (nitrogen oxide) by 1,900,000 and 2,600 pounds, respectively.

For more information, contact:

Ray Levinson  
U.S. Postal Service, Pacific Area Office  
4400 Oyster Point Blvd., Suite 420  
So. San Francisco, California 94099-4210  
(650) 635-3290  
email: [rlevinso@email.usps.gov](mailto:rlevinso@email.usps.gov)  
web: [www.usps.com](http://www.usps.com)

1999 Award Recipient  
Innovation



## ***Community Alliance with Family Farmers***

Founded in 1978, the Community Alliance with Family Farmers (CAFF) is a non-profit membership organization with regional chapters throughout the state. CAFF uses practical information-sharing, organizing and advocacy in support of strong, ecologically sound farms and healthy rural communities. Its innovative programs provide positive, creative solutions that increase the sustainability of farming in California.

CAFF's award-winning Biologically Integrated Orchard Systems (BIOS) program is cited by researchers and agricultural professionals as an international model for farming systems that reduce pesticide use and promote sustainable practices. Its Lighthouse Farm Network provides a powerful statewide forum for sharing information about viable ecological farming methods.

CAFF works to protect local farmland and water resources by spearheading regional campaigns. It connects consumers through public events, directories and community-supported agriculture projects; its National Organic Directory is the most comprehensive guide to the organic industry. Policy work focuses on ecological farming, farmland protection, water resources and economic viability of farming communities. CAFF produces the Agrarian Advocate and a variety of other informative publications.

For more information, contact:

Community Alliance with Family Farmers  
P.O. Box 363  
Davis, California 95617-0363  
(530) 756-8518  
email: [jtischer@caff.org](mailto:jtischer@caff.org)  
web: [www.caff.org](http://www.caff.org)

1999 Award Recipient  
Environmental Restoration and Rehabilitation



## ***Pacific Gas and Electric Company and Partners Battle Creek Salmon & Steelhead Restoration Project***

The Battle Creek Salmon & Steelhead Restoration Project is the result of a bold, unprecedented partnership among Pacific Gas and Electric Company, National Marine Fisheries Service, U.S. Fish and Wildlife Service, U.S. Bureau of Reclamation, California Department of Fish and Game and The Nature Conservancy. The Project will restore precious anadromous fish habitat in 42 miles of stream while preserving a valuable renewable energy resource of Californians. The project's cost is estimated at approximately \$51 million, and will be accomplished through decommissioning and removal of five hydroelectric diversion dams and associated water conveyance facilities, improved upstream and downstream fish passage at three other diversions, increased instream flows and new infrastructure to largely isolate the hydroelectric water system from the natural creek channels.

The unique characteristics of Battle Creek support natural production of four races of chinook salmon and steelhead to meet restoration goals of a variety of programs aimed at reversing the decline of anadromous fisheries in California.

The unprecedented collaboration of a variety of stakeholders with competing interests is a model of innovative thinking outside conventional bounds to achieve the purposes of the Project and assure preservation of threatened and endangered species in balance with the human benefits provided by the resource. Over \$1 million was spent on Battle Creek Restoration Plan studies. These studies included engineering investigations for screens and ladders, development of a Technical Restoration Plan, hydropower modeling and decommissioning studies for the Wildcat, Eagle Canyon and Coleman diversions.

For more information, contact:

Robert Harris, Vice President of Environmental Affairs  
Pacific Gas and Electric Company  
P.O. Box 770000  
San Francisco, California 94177  
(415) 973-3833  
web: [www.pge.com/media](http://www.pge.com/media)

1999 Award Recipient  
Environmental Restoration and Rehabilitation



## ***Napa County Flood Control and Water Conservation District Napa River Flood Management Plan***

The Napa River Flood Management Plan, designed by the Community Coalition for Napa Flood Management, and sponsored by the Napa County Flood Control and Water Conservation District, is a creative and successful cooperative project to bring flood protection, watershed management, and environmental restoration to the Napa River and Napa Valley, as well as economic revitalization for the City of Napa.

Developed by an unprecedented countywide coalition of political and community leaders, private industry, natural resource agencies, non-profit groups and private citizens, the Community Coalition's \$250 million, 20-year plan provides flood protection through reconnecting the Napa River to its historical flood plain and the restoration of over 650 acres of tidal wetlands in the San Francisco Bay Estuary.

The voters of Napa County, previously unable to agree on flood protection, on March 3, 1998, approved this environmentally sensitive plan and approved the one-half percent sales tax increase to pay for the local share. The ballot measure, known as Measure A, obtained the required two-thirds majority vote.

Economically, this plan will protect 2,700 homes, 350 businesses and over 50 public properties from 100-year flood levels, a savings of \$26 million annually in flood damage costs.

For more information, contact:

Arlene Corsello, Public Information Officer  
(707) 259-8496

Heather Stanton, Project Manager  
(707) 259-8625

1999 Award Recipient  
Environmental Economic Partnerships



## ***Institute for Research and Technical Assistance Aqueous Parts Cleaning in Auto Repair Shops***

The non-profit Institute for Research and Technical Assistance's (IRTA) Pollution Prevention Center formed a unique partnership with local, state, and federal regulatory agencies, as well as the auto repair industry, in the greater metropolitan Los Angeles area to test and demonstrate aqueous-based cleaners to replace mineral spirits (an ozone depleting substance and smog precursor) used for parts washing. IRTA assessed the technical feasibility of water-based cleaners, optimized systems (cleaning equipment and cleaners), and estimated the cost of transition. IRTA also determined the cross-media environmental implications of converting to water-based cleaners and developed strategies for minimizing or mitigating any negative impacts that might arise from the change.

IRTA's Pollution Prevention Center provided a rare opportunity for local, state and federal regulatory agencies to be actively involved with the multi-agency issues of changing business practices and the resulting business and environmental tradeoffs. IRTA served as the catalyst between agencies to provide a working model of how boards, departments and local agencies can simultaneously address different concerns industry faces in responding to multiple environmental mandates.

IRTA illustrated its ability to obtain the trust of the automotive repair industry to gain access to their shops to perform the necessary testing and demonstration of aqueous-based cleaning units and cleaners. The resulting sustainable benefit is cleaner air in the South Coast Air Quality Management District through the use of aqueous-based cleaning systems and cleaners while minimizing the environmental impacts to land and water.

For more information, contact:

Institute for Research and Technical Assistance (IRTA)  
2800 Olympic Blvd., Suite 101  
Santa Monica, California 90404  
(310) 453-0450  
web: [home.earthlink.net/~irta](http://home.earthlink.net/~irta)